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H. R. S.—HUBERT ROY STOVEL

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# DAHLIAS

## 1934



JESSIE L. SEAL

607 Third Ave.  
SAN FRANCISCO

# 1934

It is with pleasure we present this, our latest Catalog, to Dahlia lovers throughout the entire country, and express our deep appreciation for the liberal support accorded us.

The many letters from our customers telling of their pleasure and successful winnings with our dahlias and seeds have been a continual source of gratification and inspiration.

Do not hesitate to write and ask for any information.

This past season it was enjoyable to meet so many of our dahlia friends at our gardens, located on Kentfield Avenue in Redwood City, San Mateo County, the floral county of California, where the climatic conditions allow a proper growth for experimental purposes. Dahlias grown under these conditions should do well in any part of the world. We always have the very latest varieties of dahlias—Eastern and Western—including the best and most sensational of the day, and the finest of old standard ones.

With continued thanks for your loyalty, and the hope that this catalog will be of further interest, we wish you all success and great pleasure with your dahlias for the coming season.

**JESSIE L. SEAL**

MEMBER OF

American Dahlia Society

The Dahlia Society of California

The Dahlia Society of San Francisco

The Garden Club of San Francisco





H. R. S.—HUBERT ROY STOVEL  
A Dahlia of Distinction

# H. R. S.

## SEAL'S 1934

## ROLL OF HONOR

## DAHLIA

A great Informal Decorative of true yellow. H. R. S. was placed on the Roll of Honor in the East, where it was sent to Mr. Derrill W. Hart for trial. Gained its place because of its distinctive long petalled bloom, fine form and size. Many growers consider it by far the finest yellow, and the best dahlia we have originated. It is an excellent plant; insects do not bother the foliage.

The golden yellow blossoms are huge without forcing and are held high on long, stiff stems. The stock has never been propagated.

A large stock allows us to offer it at **\$10.00** a root.

(Illustrated above and on cover)

## New Classification of Dahlias

**CACTUS (Cac.)**

**SEMI CACTUS (S.C.)**

**INFORMAL DECORATIVE (I.D.)**

**FORMAL DECORATIVE (F.D.)**

Root

**AMUN RA (Seal) F.D.** Great rich coppery and bronze blossom. Fine stems.....50c

**CAMEO (Fisher & Masson) I.D.** Coral Rose. Best Eastern 1933. Roll of Honor.....Net \$7.50

**CARO NOME (Newsom) I.D.** Rich rosy pink, suffused lilac. Large and of great depth with wonderful stems. ....\$2.00

**CAPRICE (Mawson) I.D.** Immense flowers of golden yellow, shading to salmon pink, on long, stiff stems. Prize stock .....\$2.00

**DAILY MAIL (I.D.)** New English giant. One of the largest dahlias grown. Stems are perfect. Combination of deepest yellow and golden orange.....\$1.00

**DOROTHY STONE (Fisher & Masson) I.D.** Huge flower of a deep rose pink. Great size and beauty. Prolific bloomer with fine stems.....\$1.00

**ELLINOR VANDERVEER (Seal) F.D.** Blooms large, of great depth and substance and held high on exceptionally long, stiff stems. The most popular orchid pink dahlia. True stock.....50c

**ELITE GLORY (Kennedy) F.D.** Massive blooms of radiant bright red, held erect on cane-like stems...50c

**DIXIE RAVENSCROFT (Seal) I.D.** New 1933. Bright and cheery. Glowing flame and bright gold. A strong growing plant. Huge flowers on fine stems—fluffy and beautiful. A customer wrote me that this dahlia was the brightest spot in his garden and had everything that makes an outstanding dahlia. Another Eastern dealer wrote: "This dahlia is a wonder and is everything you advertised." It certainly is a joy in our garden and we are proud of its success. Per root.....\$5.00

**FRASQUITA (Newsom) I.D.** Very large flowers of deepest American beauty shades, with cane-like stems. ....\$3.50

**FASCINATOR (Ballay) F.D.** Salmon, orange and gold. First crop flowers will be 11 or 12 inches in diameter, regularly formed with full deep centers, and held up on long, strong stems. Later flowers are not so large but are in great profusion.....\$5.00

**FULL MOON (Ballay) F.D.** Canary yellow. A superlative dahlia. The large distinctive blooms easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The strength of the stems particularly noticeable. It has won many prizes and in some cases as Best Bloom in the show, some customers stating they have grown 13 and even 14 inch flowers without any special effort. It was among the winners at the World's Fair this year. Roll of Honor dahlia in 1932.....\$5.00

**FURY (Ballay) I.D.** Rose and copper with a reverse of deep rose. This is a huge dahlia of rather odd but pleasing color. First flowers will measure 11 or 12 inches in diameter and the size is well maintained through the whole season.....\$2.50

**H. R. S. (Seal 1934) I.D.** Named in honor of Hubert Roy Stovel. The most beautiful yellow dahlia,\$10.00

(See description page 3)

**ISABEL McELNEY (Boston) I.D.** Reddish old rose. A new long stemmed dahlia of an unusual "pin-wheel" formation. Of large size and is an early bloomer. ....\$5.00

**IVORY (Boston) F.D.** Ivory white. The blooms are large and composed of long pointed petals that curve backward slightly.....\$1.50

**JANE COWL (Downs) I.D.** An immense, glistening, bronzy buff and old gold, with just enough twist to the broad petals to make it beautiful. Excellent for cutting and show purposes.....50c

**JANET SOUTHWICK (Chapman) I.D.** This Eastern dahlia is a new color of different petal formation—a deep Tyrian rose with a glistening rose sheen over all making it especially beautiful. Has excellent stems. ....\$4.00

**KATHLEEN NORRIS (Fisher & Masson).** A great prize winner. True pink, of huge size and depth, with fine stems. Prize stock.....\$1.50

**KAWEAH (Meussdorffer) I.D.** Deep cerise with rose shadings. Blooms measuring about 15 inches in diameter have been exhibited by the originator of this dahlia at the San Francisco shows, winning as largest dahlia. A bloom sent from San Francisco by air express to the World's Fair show at Chicago created a sensation there and won as the largest bloom for that day. In addition to immense size it also has splendid form, substance and stem. A sensational dahlia. ....\$7.50



- LADY FRANCIS (Mawson) F.D.** Unusual shade of old rose with a golden sheen. Flowers large and well formed. ....\$1.50
- LOLA (Newsom) F.D.** Extra large flowers of deepest orchid, overlaid with a reddish cast. Petals are broad, and twisted and curled like ribbons. Husky cane-like stems. ....\$3.00
- MINNIE EASTMAN (Eastman) S.C.** A large flower of deep red and gold—most attractive. Stems stiff as canes. ....75c
- MISSION BELL (Von Issendorf) I.D.** Immense blooms of pink magenta shading to pale yellow. Fine form and stems.....75c
- MR. E. LEEDHAM (Bessie Boston) I.D.** The flower is huge, and has great depth as well as diameter. Is orange scarlet; it does not burn in the sunshine. The stem is very long. Root.....\$1.50
- MRS. ALFRED B. SEAL (Seal-Newsom) I.D.** An old rose. The flowers are huge, of great depth and substance. Strong tall bushes with excellent stems. Awarded American Home Achievement medal at the Palace Hotel show, 1929, as best 1928 introduction originated west of the Rockies.....\$1.00
- MRS. WOODFORD SPEARS (Mawson) F.D.** Apple blossom pink with cream at base of petals and color deepening at the center. Large flowers on long, strong stems. Root.....\$1.50
- MONMOUTH CHAMPION (Kemp) I.D.** Orange-flame. An Eastern novelty of an unusual and beautiful color. Blooms of exhibition size are freely produced. ....\$1.50
- NORRINE NEWSOM (Newsom) I.D.** A new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long straight stems and of perfect form.....\$2.00
- QUEEN OF THE GARDEN BEAUTIFUL (F.D.)** Primrose yellow. Awarded numerous first prizes as the largest flower in the show.....50c
- REGAL (Bessie Boston) F.D.** A Decorative of great size and beauty. Color is bronze, suffused old rose and gold. Fine stems.....75c
- RUDY VALLEE (Broomall-Success) S.C.** Chrome yellow gradually shading to deep orange. A very large and attractive dahlia. Full centered flowers on good straight stems.....\$2.00
- ROYAL FLUSH (Ballay) I.D.** Brightest scarlet. Sensational as to color and size. One bloom was 11½ inches and there were larger ones.....\$2.50



**SANTA BARBARA (Pelicano) F.D.** An outstanding dahlia of clear pink with just a suggestion of salmon pink. ....\$1.00

**SATAN (Ballay) S.C.** Flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The horn-like petals, so perfectly rolled and incurved, give rare form and character to a flower of unusual brilliancy. The rugged, almost leafless, stems give the impression of being nearly as thick at the top as at the base. No dahlia in existence, we believe, is more sensational and spectacular than this giant cactus, and it appears to be the most popular dahlia in the world today. Wherever exhibited it becomes the general favorite. Great number of prizes won as Best or Largest in many of the leading shows in different parts of the country, including an Achievement Medal. On Roll of Honor. \$7.50

**SEAL'S CALIFORNIAN (Seal-Newsom) F.D.** This is an immense Roll of Honor dahlia. A bright golden yellow at the center with a suffusion of red-amber on the reverse and through the outer petals. Is suggestive of the most fragile wax work. The stems are straight, stiff and cane-like. Root.....75c

**SEAL'S ROSE (Seal 1934) F.D.** New. A lovely rose pink Decorative with a darker pink center. Stiff stems. Flowers remain on bush for many days—they are very bright, large and beautiful. Strong growth. ....\$3.50

**SHAHZAD (Newsom) I.D.** Deep rose pink. This is a gorgeous new variety that has been aptly described by the originator as a deep pink Jane Cowl. The flowers will grow to a foot in diameter with good substance and depth and are held on rigid, erect stems. Roll of Honor.....\$2.00

**SINDBAD OF THE SEA (Newsom) F.D.** Huge size, fine stems, perfect form. Color vivid scarlet. One of the best.....\$2.00

**TANG (Downs) I.D.** Tawny orange flame with twisting petals. Very large.....\$2.00

**YANKEE KING (Wood) F.D.** Coppery gold and rose. Large blooms, held erect.....50c

Fine Extras will be given according to size of order.

## OTHER VARIETIES

WE HAVE OTHER VARIETIES NOT LISTED HERE

No clumps for sale.



# Seal's Dahlia Seed



Gorgeous Dahlias may  
easily be grown the first  
year from seeds

Have you ever tried grow-  
ing our California dahlia  
seed?

Mrs. Alfred B. Seal,  
from our seeds.

Undoubtedly it is one of the  
most fascinating pastimes.

We would advise for best results for general purposes, Collections A or B, as they are made up of specially selected varieties from the most famous novelties and can be planted from March 1st to May 1st, and to May 15th in a frostless belt.

Many First Prizes and an Achievement Medal were won from our seeds. A customer in Canada wrote: "Every seed I planted grew and 85% of them were doubles—principally decorative, some cactus, some of them went as large as 13 and 14 inches across. In fact, they are the finest I ever grew. They were gorgeous!"



Innumerable other testimonials received, but space too limited.

# No Better Seeds Grown

**COLLECTION A.** Hand-hybridized dahlia seeds from varieties of the greatest of California originations, which are noted for their immense size and stiff stems, such as Mrs. Alfred B. Seal Eagle Rock Fantasy, Caprice, Dixie Ravenscroft, H. R. S., Rudy Vallee, Shahazad, and many other outstanding California dahlias.

The above dahlias were crossed with the following varieties: Satan, Kaweah, Prince of Persia, Full Moon and other great dahlias.

100 seeds in packet.....\$5.00  
50 seeds in packet..... 3.00

**COLLECTION B.** Seeds gathered from famous prize winning dahlias of the East and West, such as: (Eastern) Janet Southwick, Dorothy Stone, Jane Cowl, Kathleen Norris, Tang, Jean Trimbee, Minnie Eastman and Monmouth Champion. Also seeds from the most famous new Western dahlias.

The above dahlias were crossed with the Dixie Ravenscroft, Cameo, Commodore, Satan, H. R. S., Mrs. Alfred B. Seal, and others equally as fine.

100 seeds in packet.....\$5.00  
50 seeds in packet..... 3.00

**COLLECTION D.** From a general collection of best standard dahlias.

100 seeds in packet.....\$1.00

(The seeds in above collections are mixed and the varieties are not segregated)

## Segregated Seeds of Named Varieties

Name of seed bearing parent shown on packet.

15 seeds of one variety.....\$1.00

(No mixed seed in the 15 seed packet)

Mrs. Alfred B. Seal

Jane Cowl

Caprice

Shahazad

Dixie Ravenscroft

All dahlia seed NET.

Full directions for planting enclosed with the seeds.



# SEAL'S DELPHINIUMS

## GIANT FLOWERING

In order to supply the missing blue shades to the garden—a color lacking in dahlias, I am now listing seeds from my new type of this magnificent flower. The stems are stiff and wiry, which is a very wonderful improvement to this flower.

**SEAL'S EXTRA SPECIAL.** Very choice Delphinium seeds from finest and largest specimen blooms. Double and semi-double flowers predominating and colors ranging from azure blue, Chinese, rosy lavender, pale blue to pink, light blue shaded mauve, turquoise and rich dark blues. Price.....\$3.00 a packet

**SEAL'S FINE SELECTION.** Both semi-double and single varieties. The colors will range from palest blue, lavender to deepest blue, often showing pink coloring in the lavender shades. Price.....\$1.50 a packet

**SEAL'S SINGLE DELPHINIUMS** Composed of seeds from large SINGLE VARIETIES with long, graceful spikes of large flowers of all shades of blue and lavender. Price.....\$1.00 a packet



**SEAL'S DARK BLUE SINGLE DELPHINIUMS.** The dark blue shades. These seeds were taken from specimen blooms. Although dark flowers will predominate, you may also have other shades of blue. Price.....\$1.00 a packet

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**Directions for growing sent with order.**

All the above listed seeds will bloom the first year,  
if started in early Spring

Delphinium seeds can be planted from March until  
September, according to climatic conditions.

All Delphinium seeds NET.



## SEAL'S SPECIAL DAHLIA BARGAIN COLLECTIONS

offer, to those unacquainted with dahlias, the opportunity of obtaining choice collections of fine varieties—wide range of colors. Dahlias are all guaranteed to be true to name and to grow—and all will be found in this catalog, and each root labeled.

12 Dahlias, all different, our selection.....\$ 5.00  
(Value \$7.00 or over)

12 Dahlias, all different, our selection..... 10.00  
(Value \$15.00 or over)

12 Dahlias, all different, our selection..... 15.00  
(Value \$22.50 or over)

**Our Special \$25.00 Collection of Dahlias includes:**  
**H. R. S. (\$10.00), Satan (\$7.50), Kaweah (\$7.50),**  
**Dixie Ravenscroft (\$5.00), Shahazad (\$2.00), and**  
**Seal's Rose (\$3.50).**

Collections NET.

### TRANSVAAL DAISY (GERBERA JAMESONII HYBRIDA)

**Fascinating flowers from South Africa.**

These charming flowers are of pink, rose, coral, yellow, red, orange and copper coloring, from 4 to 6 inches across, on long, erect stems.

Seeds from general mixed varieties.....**\$1.00 a packet**

Mixed seeds from various pink shades... **1.00 a packet**

Mixed seeds from the red, orange and  
copper shades ..... **1.00 a packet**

Fancy mixed seeds gathered from flow-  
ers of the richest and most beautiful  
colors ..... **1.50 a packet**

Full directions for planting enclosed with the seeds.

All seed NET.

We are distributors for

### THE SIES DAHLIA MANUAL

which covers all the points for the successful raising  
of Dahlias to perfection . . . **60c**

**FULL DIRECTIONS**—For planting, growing and  
exhibiting dahlias enclosed with each order.

**ORDER EARLY**—To prevent disappointment.

**TERMS**—Remittance with order. All retail orders  
sent postage prepaid at your planting time, unless  
otherwise requested.

**WE GUARANTEE** all roots true to name and **TO**  
**GROW.** Orders carefully filled from selected, field  
grown divided roots. We do not substitute unless  
requested; if late in season, we suggest you have a  
second choice. We do not guarantee roots against  
freezing if sent before April first.



DIXIE RAVENSCROFT

**SPECIAL REQUEST**—If you should receive an extra copy of this catalog kindly hand it to a friend or neighbor who is interested in growing flowers. Thank you.

Please address all correspondence to our office at

**JESSIE L. SEAL**

**607 THIRD AVENUE**

**SAN FRANCISCO, CALIFORNIA**